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IDEAS about 4-H Clubs and YMW

Extension Service, U. S. Department of Agriculture

Washington, D. C.
September 15, 1953

For your information

Dear Co-worker:

IDEAS are born in the minds of men. They are basic for progress, pleasure and peace. The capacity to have ideas and use them effectively in learning and doing is the Creator's gift to genus homo and sets him apart from other forms of life.

We cannot sit around the council table and chat with each of you as often as we should like. Therefore, our Extension staff has agreed that the best sub stitute is a periodical "Idea" letter from all of us-- to all of you. And we hope that from each of you there will come ideas, suggestions and reactions that will keep this brief letter alive and useful.

"IDEAS ABOUT 4-H CLUB AND YMW" programs is being sent to State Extension Directors, 4-H Club and YMW Leaders, Home Demonstration and Agricultural Leaders and Editors. It goes also to our associates in the National Committee on Boys and Girls Club Work, National 4 H Club Foundation, and to other youth organizations. On request, we can send copies to other friends of 4-H Clubs and YMW who are directly concerned.

BASIC STATEMENT OF POLICY

The Secretary of Agriculture's statement on "Strengthening American Agriculture through Research and Education" should give us added impetus for our 4-H Club and YMW efforts. You probably know that this statement represents the consensus of thinking of a large number of leaders in agriculture as well as the Secretary himself.

We like the statement on "More Opportunities for Farm Youth," from which we quote:

> "No program for the betterment of American agriculture should limit itself to dealing with those who now manage the farms and homes. It should look forward to the next generation, including those just entering farm careers. Therefore, this expansion of research and education calls for an increased emphasis on helping the farm boy and girl to acquire an early understanding of scientific methods and develop other qualities that will enable them to make their maximum contribution to the Nation's welfare."

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WE'RE TALKING THINGS OVER

Continuing through September, our 4-H and YMW Staff is holding a series of conferences with Divisions of the Federal Extension Service and other related groups. Goals of the conference schedule are common understandings about joint problems and then some forward-looking "together" plans.

SHARING IDEAS WITH FRIENDS-OF 4-H

Dr. Ralph Tyler of Chicago shared a challenging discussion on 4-H objectives. Dr. Tyler, until recently with the University of Chicago, will soon be getting established in his new position with the Ford Foundation. He will head a new National Center for Human Development.

Edwin Randall of American Friends Service Committee exchanged views with us on ways of working together for world understanding. We suggested that Mr. Randall send you some timely information.

Kenneth Anderson of the National Committee was a welcome visitor last week. Some of the topics on the full agenda were Club Congress arrangements, supply items, and plans for 4-H Fellows when they arrive in Chicago.

FROM THE STATES

J. T. Rogers of South Carolina is currently investigating some of the outstanding 4-H camping centers in eastern and southern States. South Carolina's immediate plans include construction of a central dining and assembly hall.

"40 Years of 4-H Club Work in Connecticut," by A. J. Brundage and James R. Case, documents many important State milestones in the development from the first corn projects at Mansfield to the present active program. Congratulations to Connecticut! We like the idea of each State holding a celebration at the time of its own 50th Anniversary of establishing 4-H Club Work.

A new 4-H bulletin in New Jersey describes the Seeing Eye Dog 4-H project. Here's a project that measures up on many counts--youth development as well as humanitarian values.

Indiana is receiving congratulations on the fine new film "This is 4-H Club Work." Purdue University and Prairie Farmer WLS pooled their talents to produce this sound and color film, which had premiere showing at the Annual State 4-H Club Round-Up. Orchids to Paul C. Johnson, Editor of Prairie Farmer and Howard Knaus, Visual Aids Specialist at Purdue. Many of you will remember the talk on "4-H in Depth," which Paul Johnson made at the 1953 National Camp.

Another item of interest from Indiana--a group of 32 4-H Club members, accompanied by Edna Troth of the State staff, are touring Washington, D. C. during the second week in September. Welcome, Indiana achievement winners!

THE NAME AND EMBLEM OF 4-H CLUB WORK

Development of a workable statement of policy about granting authorization for the use of the 4-H Club name and emblem is moving forward more slowly than expected. The problems are complicated. Mistakes made now would bother all of us for a long time. So we are using the tentative mimeographed statement issued April 10, 1953, as a guide light only for a while.

About a dozen requests or problem authorizations have come up since April. Each of these is being processed in the framework of the new statement. After slight modifications, we think that it will work. You recall that it has been approved in principle by the Subcommittee on 4 H Club Work, Committee on Extension Organization and Policy, and the State 4-H Club Leaders at the 1953 National 4-H Club Camp.

There are two persistent problems:

1. Calendars. About six companies have authorizations and have been using the 4-H name and emblem on calendars sold interstate. Countless others were sold or distributed locally.

   By recommendation of the Committee on Extension Organization and Policy, April 1953, the State and county Extension Services are now requested to refrain from authorizing or using the 4 H name and emblem on all calendars. Only a limited number of 4-H calendars will be authorized by Secretary of Agriculture on the basis of high quality and satisfactory distribution plans.

   Currently, three companies are being granted renewal authorizations. Each is observing the same standard of calendar quality and the same cooperation with the Extension Service and the National 4-H Club Foundation. The companies are:

   Brown & Begelow Co., St. Paul, Minn.; Shaw-Barton Co., Coshocton, Ohio; Thos. Murphy Co., Red Oak, Iowa

2. Sales of Non-4-H Products

   Persistently, we have requests for permits for the use of the name and emblem on 4-H Club products to be sold by 4-H members, families or friends. We are not recommending approval. It has been requested that State and county Extension services refrain from such non-authorized use. Remembering this principle makes decisions easier. "Authorization for use of the name and emblem is granted only for an educational or promotional purpose connected with the 4-H Clubs."

LOOKING AHEAD - CALENDAR THROUGH OCTOBER

National Conference on Citizenship - Sept. 17 - 19, Washington, D.C.
Under auspices N.E.A. and U.S. Department of Justice.
C. C. Lang and C. B. Wadleigh will represent Extension.

NEPPCO Exposition - Sept. 29 - Oct. 1, Syracuse, N. Y.
C. C. Lang will be representative.

Eastern States Expos. and 4-H Club Roundup-Sept. 20-27, W. Springfield, Mass.

Boy Scout Relationships Conference - Sept. 28, Mendham, N. J.
Ed Aiton will attend.

4 H Electric Committee Meeting - Oct. 1 - 3, Chicago, Ill.
George Foster will attend.

Rural Youth of U.S.A. - Oct. 1 - 4, Bloomington, Ill.

National Extension YMW Conference - Oct. 4 - 8, Monticello, Ill.
Details in a recent letter from Director Ferguson. We feel that it is very important for every State to be represented. Some strategic policy and relationship matters will be discussed.

National Dairy Cattle Congress - Oct. 3 - 10, Waterloo, Iowa
Official national 4-H dairy cattle judging contest. National invitational farm youth dairy demonstration program.

National Convention of County Agr. Agents - Oct. 11 - 14, Phila., Pa.

Girl Scout National Convention - October 18 - 21, Cincinnati, Ohio
Fern Shipley will be representative.

Meeting of 4-H Safety Committee - Oct. 19 - 22, Chicago, Ill.
Members of the committee who are attending National Safety Congress.

United Nations Day - Oct. 24

National Convention of Home Dem. Agents - Oct. 27 30, Buffalo, N. Y.
New York State will provide an educational 4-H exhibit.

National 4-H Achievement Day - November 14

WELCOME HOME IFYE'S

November 10 is returning-home date for the approximately 80 IFYE'S who have been in Europe and the Middle East during the summer months. The programs, being worked out by the 4-H Foundation staff, will include a breakfast in New York City and then a two day evaluation period in Washington, D.C. Detail of this will be released by the Foundation. Total of overseas U. S. IFYE delegates at present is about 92, including 10 who left late in August for India and two for Nigeria.

ACHIEVEMENT DAY PLANS

Looking ahead to November 14 - the tentative plans indicate you're making this a "home folks" type of recognition, where you show the accomplishments of a total community, county or State program. That seems a good approach, since the Club Congress, following so shortly after, is necessarily a parade of outstanding achievements of a relatively few members.

May we alert you to these items:

1. J. C. Penney Company is making available some excellent display materials and posters for window exhibits. A reminder will go to the stores near the end of the month. Store managers will be more apt to order these materials if local 4-H groups show interest.

2. Spool Cotton Company have provided stickers to cover the date on the poster issued for 4-H Week. They will already have written to you about additional posters being available.

3. It is too early to have definite information about national radio and television programs. Joe Tonkin is working on this, so we can promise there will be some fine programs to supplement those of local and State origin that you arrange. Many of the salutes by donor organizations are already planned for Club Congress.

4. Handbook-type material will not be issued. Refer to "Aids for Observance of National 4-H Club Events."

LATIN-AMERICAN AND GERMAN YOUTH LEADERS

Sixteen youth leaders of 10 Latin American countries and a group of seven from Germany are currently studying 4-H Club work and other activities for rural youth in the continental United States and Puerto Rico. Several of these are or will become the equivalent of National 4-H Club Leaders when they return to their home countries in November. Twenty-six European youth leaders are expected in late September.

FILM STRIPS ON CLOTHING

Recently, we previewed a set of McGraw Hill film strips on teen-age clothing. May we recommend this series for your consideration, particularly the three entitled "Grooming," "Care of Clothes," and "The Right Clothes for You." The series on construction, while basically good, do not highlight some of the newer short-cut processes in as forceful a manner as many of you are recommending. Miss Alice Linn has asked the company to send information and prices to the Extension clothing specialists.

At our invitation, two of the Federal staff who work with Future Homemakers, Miss Marguerite Scruggs and Dr. Johnie Christian, saw the films with us and concurred in the information above.

ROKAHR AND POTTER RETIRE

Two stalwart friends of 4-H, Mary Rokahr and "Charlie" Potter, are retiring from the Federal Extension Service this month. Both of these staff members have done much to further the cause of 4-H Club work in their Extension assignments as county, State and Federal workers. Miss Rokahr is moving to Storrs, Conn., where she will become associate professor in the School of Home Economics. Charlie Potter was once the State Club Leader of Montana, and later the Federal Leader of Boys' and Girls' Club in the Northeastern States.

STATE STAFF APPOINTMENTS

Our congratulations to Pauline Rowe, of Vermont, who now has the title of associate State 4-H Club Leader.

Recent staff appointments include: C. I. Smith as State Club Leader in Mississippi; Margaret Kohl (formerly Montana) to the California staff; M. June Wilkinson to the Michigan State staff; Milton H. Henderson to the position of District Extension Youth Assistant at Ames, Iowa; and Miss Emily King as State Girls' 4-H Club Agent in Tallahassee.

Missouri reports the retirement of T. T. Martin. "T. T " is known to many Extension folks across the country for his teaching and speaking assignments and for his fine bulletins.

FOR YOUR CONSIDERATION - Enclosed:

"Suggestions for Using Our 1953 and 1954 National 4-H Theme" is a report of the committee who met during National Club Camp. Thanks to Leon Clayton and Committee for some good ideas.

Included (one copy per State) is "4-H Committee Reports of the Nutrition Workshop" held at the Extension Summer School in Colorado. If your nutritionist was present she will have even more good ideas to share; if not, she would probably welcome a chance to discuss these committee reports with you.

Sincerely yours,

E. W. Aiton, Leader
Division of 4-H Club and YMW Programs

Associate Leader

Associate Leader

Associate Leader

Associate Leader

Enclosures.